

## **AMENDMENTS TO THE SPECIFICATION**

Please replace all paragraphs on pages 207 – 228 with the following paragraphs:

### **“SECTION 14: ADDITIONAL EXAMPLES OF EMBODIMENTS**

Additional embodiments of the present invention are described by the following numbered examples.

A first example includes a 1. A system for intellectual property marketing management, the system including: an intellectual property selection system to receive an innovation submission describing an innovation from an innovator; an intellectual property protection system to receive at least a portion of the innovation submission and manage obtaining an intellectual property legal right related to the innovation; and an intellectual property asset management system to receive and store at least one of an innovation description and an intellectual property legal right description, the innovation description based at least in part on the at least a portion of the innovation submission, the intellectual property legal right description based at least in part on the intellectual property legal right.

A second example including the first example further includes 2. The system of example 1, the system further including: an intellectual property utilization system to generate an intellectual property asset assessment, the intellectual property asset assessment based at least in part on one of the innovation description and the intellectual property legal right description. A third example including the second example further includes 3. The system of example 2, the system further including an intellectual property marketing system to manage marketing of at least one of the innovation and the intellectual property legal right based at least in part on the intellectual property asset assessment. A fourth example includes the first example, 4. The system of example 1, wherein the intellectual property asset management system is to generate at least in part a maintenance communication to the innovator. A fifth example includes the first example, 5. The system of example 1, wherein the intellectual property asset assessment is

selected from the group consisting of a marketing assessment, an abandonment assessment, a donation 10 assessment, and a deferral assessment. A sixth example includes the first example,  
6. The system of example 1, wherein the intellectual property selection system can receive and store at least one of intellectual property law information and intellectual property business information.

A seventh example includes the first example, 7. The system of example 1, wherein the intellectual property protection system can include one or more of a trademark protection system, a trade secret protection system, a copyright protection system, and a patent protection system.  
An eighth example includes the seventh example, 8. The system of example 7, wherein the intellectual property selection system determines whether to send the at least a portion of the innovation submission to one or more of the trademark protection system, the trade secret protection system, the copyright protection system, and the patent protection system. A ninth example includes the seventh example, 9. The system of example 7, wherein the patent protection system can receive the at least a portion of the innovation submission and forward the at least a portion of the innovation submission to the trade secret protection system. A tenth example includes the seventh example, 10. The system of example 7, wherein the patent protection system can receive and store at least one of patent law information and patent business information. An eleventh example includes the seventh example, 11. The system of example 7, wherein the trademark protection system includes an initial trademark system, a trademark project system, a trademark tracking system and a trademark response system. A twelfth example includes the seventh example, 12. The system of example 7, wherein the copyright protection system includes an initial copyright system, a copyright project system, a copyright tracking system and a copyright response system. A thirteenth example includes the seventh example, 13. The system of example 7, wherein the patent protection system includes an initial patent system, a patent project system, a patent tracking system and a patent response system.

A fourteenth example includes the first example, 14. The system of example 1, wherein the intellectual propcrty utilization system includes a potential utilization system, a utilization assessment system, and a utilization decision system. A fifteenth example includes the first example, 15. The system of example 1, wherein the intellectual property marketing system

includes a marketing project system and a marketing contract system. A sixteenth example includes the second example, and further includes 16. The system of example 2, further including an intellectual property donation system to manage donating of at least one of the innovation and the intellectual property legal right based at least in part on the intellectual property asset assessment. A seventeenth example includes the sixteenth example, 17. The system of example 16, wherein the intellectual property donation system includes a donate project system and a donate contract system.

An eighteenth example includes a 18. A method for intellectual property marketing management, the method including: receiving from an innovator an innovation submission describing an innovation; selectively sending at least a portion of the innovation submission; managing obtaining an intellectual property legal right related to the innovation; receiving and storing at least one of an innovation description and an intellectual property legal right description, the innovation description based at least in part on the at least a portion of the innovation submission, the intellectual property legal right description based at least in part on the intellectual property legal right; generating an intellectual property asset assessment, the intellectual property asset assessment based at least in part on one of the innovation description and the intellectual property legal right description; and managing marketing of at least one of the innovation and the intellectual property legal right based at least in part on the intellectual property asset assessment.

A nineteenth example includes the eighteenth example and further includes 19. The method of example 18, further including generating at least in part a maintenance communication to the innovator. A twentieth example includes the eighteenth example, 20. The method of example 18, wherein the intellectual property asset assessment is selected from the group consisting of a marketing assessment, an abandonment assessment, a donation assessment, and a deferral assessment. A twenty-first example includes the eighteenth example, 21. The method of claim 18, wherein selectively sending the at least a portion of the innovation submission is based at least in part on one of intellectual property law information and intellectual property business information. A twenty-second example includes the eighteenth example, 22. The method of example 18, wherein the intellectual property legal right related to the innovation is selected from

the group consisting of a trademark right, a trade secret right, a copyright right, and a patent right. A twenty-third example includes the eighteenth example, 23. The method of example 18, wherein selectively sending the at least a portion of the innovation submission includes selectively sending the at least a portion of the innovation submission to one or more of a trademark protection system, a trade secret protection system, a copyright protection system, and a patent protection system. A twenty-fourth example includes the twenty-third example, 24. The method of example 23, wherein the patent protection system can receive the at least a portion of the innovation submission and forward the at least a portion of the innovation submission to the trade secret protection system. A twenty-fifth example includes the twenty-third example, 25. The method of example 23, wherein the patent protection system can determine whether to forward the at least a portion of the innovation submission to the trade secret protection system based at least in part on one or more of patent law information and patent businessinformation.

A twenty-sixth example includes a 26. A computer-readable medium storing a plurality of instructions to be executed by a processor for intellectual property marketing management, the plurality of instructions including instructions to: receive from an innovator an innovation submission describing an innovation; selectively send at least a portion of the innovation submission; manage obtaining an intellectual property legal right related to the innovation; receive and store at least one of an innovation description and an intellectual property legal right description, the innovation description based at least in part on the at least a portion of the innovation submission, the intellectual property legal right description based at least in part on the intellectual property legal right; generate an intellectual property asset assessment, the intellectual property asset assessment based at least in part on one of the innovation description and the intellectual property legal right description; and manage marketing of at least one of the innovation and the intellectual property legal right based at least in part on the intellectual property asset assessment.

A twenty-seventh example includes the twenty-sixth example and further includes 27. ~~The computer readable medium of example 26, further including~~ instructions to generate at least in part a maintenance communication to the innovator. A twenty-eighth example includes the twenty-sixth example, 28. The computer readable medium of example 26, wherein the

intellectual property asset assessment is selected from the group consisting of a marketing assessment, an abandonment assessment, a donation assessment, and a deferral assessment. A twenty-ninth example includes the twenty-sixth example, 29. ~~The computer readable medium of example 26~~, wherein the instructions to selectively send the at least a portion of the innovation submission include instructions to selectively send the at least a portion of the innovation submission based at least in part on one of intellectual property law information and intellectual property business information. A thirtieth example includes the twenty-sixth example, 30. ~~The computer readable medium of example 26~~, wherein the intellectual property legal right related to the innovation is selected from the group consisting of a trademark right, a trade secret right, a copyright right, and a patent right. A thirty-first example includes the twenty-sixth example, 31. ~~The computer readable medium of example 26~~, wherein the instructions to manage obtaining an intellectual property legal right related to the innovation can include one or more of instructions to manage obtaining trademark protection, instructions to manage obtaining trade secret protection, instructions to manage obtaining copyright protection, and instructions to manage obtaining patent protection. A thirty-second example includes the thirty-first example, 32. ~~The computer readable medium of example 31~~, wherein the instructions to manage obtaining patent protection can include instructions to receive the at least a portion of the innovation submission and forward the at least a portion of the innovation submission to the instructions to manage obtaining trade secret protection. A thirty-third example includes the thirty-second example, 33. ~~The computer readable medium of example 32~~, wherein the instructions to manage obtaining patent protection can include instructions to determine whether to forward the at least a portion of the innovation submission to the instructions to manage obtaining trade secret protection based at least in part on one or more of patent law information and patent business information.

A thirty-fourth example includes a 34. A trademark protection system, the system including: an initial trademark protection system, a trademark project system coupled to the initial trademark protection system; a trademark tracking system coupled to the trademark project system; and a trademark response system coupled to the trademark tracking system. A thirty-fifth example includes the thirty-fourth example and further includes 35. ~~The system of example 34, further including a trademark management system for cataloging registered trademarks.~~ A thirty-sixth example includes the thirty-fourth example and further includes 36. ~~The system of~~

~~example 34, further including~~ a trademark notification system for notifying a user of the system of certain trademark information. A thirty-seventh example includes the thirty-fourth example, 37. The system of ~~example 34~~, wherein the initial trademark protection system includes links to an electronic information system. A thirty-eighth example includes the thirty-fourth example, 38. The system of ~~example 34~~, wherein the initial trademark protection system includes templates to generate at least a portion of a draft trademark application based at least in part on information from an innovator. A thirty-ninth example includes the thirty-fourth example, 39. The system of ~~example 34~~, wherein the initial trademark protection system automatically generates at least a portion of a draft trademark application based at least in part on information received from an innovator. A fortieth example includes the thirty-fourth example, 40. The system of ~~example 34~~, wherein the trademark project system sends a reminder of a deadline, and wherein the deadline is selected from the group consisting of a filing deadline and a response deadline. A forty-first example includes the thirty-fourth example, 41. The system of ~~example 34~~, wherein the trademark tracking system stores information relating to the status of a trademark application. A forty-second example includes the thirty-fourth example, 42. The system of ~~example 34~~, wherein the trademark tracking system generates reports regarding the status of a plurality of trademark applications. A forty-third example includes the thirty-fourth example, 43. The system of ~~example 34~~, wherein the trademark response system automatically generates at least a portion of a draft response to a communication regarding the status of a trademark application. A forty-fourth example includes the thirty-fourth example, 44. The system of ~~example 34~~, wherein the trademark response system automatically generates at least a portion of a draft response to a communication regarding the status of a trademark application based at least in part on data obtained from a link to an electronic information system.

A forty-fifth example includes a 45. A patent protection system, the system including: an initial patent protection system, a patent project system coupled to the initial patent protection system; a patent tracking system coupled to the patent project system; and a patent response system coupled to the patent tracking system. A forty-sixth example includes the forth-fifth example, 46. The system of ~~example 45~~, wherein the initial patent protection system includes links to an electronic information system. A forty-seventh example includes the forth-fifth example, 47. The system of ~~example 45~~, wherein the initial patent protection system includes

templates to generate at least a portion of a draft patent application based at least in part on information from an innovator. A forty-eighth example includes the forth-fifth example, 48. The system of example 45, wherein the initial patent protection system automatically generates at least a portion of a draft patent application based at least in part on information received from an innovator. A forty-ninth example includes the forth-fifth example, 49. The system of example 45, wherein the patent project system sends a reminder of a deadline, and wherein the deadline is selected from the group consisting of a filing deadline and a response deadline. A fiftieth example includes the forth-fifth example, 50. The system of example 45, wherein the patent tracking system stores information relating to the status of a patent application. A fifty-first example includes the forth-fifth example, 51. The system of example 45, wherein the patent tracking system generates reports regarding the status of a plurality of patent applications. A fifty-second example includes the forth-fifth example, 52. The system of example 45, wherein the patent response system automatically generates at least a portion of a draft response to a communication regarding the status of a patent application. A fifty-third example includes the forth-fifth example, 53. The system of example 45, wherein the patent response system automatically generates at least a portion of a draft response to a communication regarding the status of a patent application based at least in part on data obtained from a link to an electronic information system.

A fifty-fourth example includes a 54. A copyright protection system, the system including: an initial copyright protection system, a copyright project system coupled to the initial copyright protection system; a copyright tracking system coupled to the copyright project system; and a copyright response system coupled to the copyright tracking system. A fifty-fifth example includes the fifty-fourth example, 55. The system of example 54, wherein the initial copyright protection system includes links to an electronic information system. A fifty-sixth example includes the fifty-fourth example, 56. The system of example 54, wherein the initial copyright protection system includes templates to generate at least a portion of a draft copyright registration based at least in part on information from an innovator. A fifty-seventh example includes the fifty-fourth example, 57. The system of example 54, wherein the initial copyright protection system automatically generates at least a portion of a draft copyright registration based at least in part on information received from an innovator. A fifty-eighth example includes the fifty-fourth

example, 58. The system of example 54, wherein the copyright project system sends a reminder of a deadline, and wherein the deadline is selected from the group consisting of a filing deadline and a response deadline. A fifty-ninth example includes the fifty-fourth example, 59. The system of example 54, wherein the copyright tracking system stores information relating to the status of a copyright registration. A sixtieth example includes the fifty-fourth example, 60. The system of example 54, wherein the copyright tracking system generates reports regarding the status of a plurality of copyright registration. A sixty-first example includes the fifty-fourth example, 61. The system of example 54, wherein the copyright response system automatically generates at least a portion of a draft response to a communication regarding the status of a copyright registration. A sixty-second example includes the fifty-fourth example, 62. The system of example 54, wherein the copyright response system automatically generates at least a portion of a draft response to a communication regarding the status of a copyright registration based at least in part on data obtained from a link to an electronic information system.

A sixty-third example includes a 63. A trade secret protection system, the system including: an initial trade secret protection system, a trade secret project system coupled to the initial trade secret protection system; a trade secret tracking system coupled to the trade secret project system; and a trade secret response system coupled to the trade secret tracking system. A sixty-fourth example includes the sixty-third example, 64. The system of example 63, wherein the initial trade secret protection system includes links to an electronic information system. A sixty-fifth example includes the sixty-third example, 65. The system of example 63, wherein the initial trade secret protection system includes templates to generate at least a portion of a draft trade secret data record based at least in part on information from an innovator. A sixty-sixth example includes the sixty-third example, 66. The system of example 63, wherein the initial trade secret protection system automatically generates at least a portion of a trade secret data record based at least in part on information received from an innovator. A sixty-seventh example includes the sixty-third example, 67. The system of example 63, wherein the trade secret project system sends a reminder of a deadline, and wherein the deadline is selected from the group consisting of a protection deadline and a maintenance deadline. A sixty-eighth example includes the sixty-third example, 68. The system of example 63, wherein the trade secret tracking system stores information relating to the status of protection of a trade secret. A sixty-ninth example includes

the sixty-third example, 69. The system of example 63, wherein the trade secret tracking system generates reports regarding the status of a plurality of trade secrets. A seventieth example includes the sixty-third example, 70. The system of example 63, wherein the trade secret response system automatically generates at least a portion of a draft response to a communication regarding the status of protection of a trade secret.

A seventy-first example includes a 71. A method of protecting a trade secret, the method including: receiving a trade secret identifier corresponding to a trade secret generated at least in part by an innovator; generating trade secret protection compliance information based at least in part on the trade secret identifier; and transmitting the trade secret protection compliance information to the innovator. A seventy-second example includes the seventy-first example and further includes 72. The method of example 71, further including sending periodic reminders based at least in part on the trade secret protection compliance information. A seventy-third example includes the seventy-second example and further includes 73. The method of example 72, further including sending the periodic reminders based at least in part on the trade secret protection compliance information to one or more individuals having access to the trade secret. A seventy-fourth example includes the seventy-first example, 74. The method of example 71, wherein the trade secret protection compliance information includes information selected from the group consisting marking information, reasonable steps to keep secret information, and non-disclosure agreement information. A seventy-fifth example includes the seventy-first example and further includes 75. The method of example 71, further including receiving an identification of a nondisclosure agreement recipient. A seventy-sixth example includes the seventy-fifth example and further includes 76. The method of example 75, further including generating a non-disclosure agreement recipient based at least in part on the identification of the non-disclosure agreement recipient.

A seventy-seventh example includes an 77. An IP selection system, the system including: means for receiving a disclosure of an innovation from an innovator; means for receiving intellectual property law information coupled to the means for receiving a description of an innovation; means for receiving intellectual property business information coupled to the means for receiving intellectual property law information; and means for selectively sending a

description of the innovation to an intellectual property protection system, the description of the innovation based at least in part on the disclosure of the innovation, the means for selectively sending coupled to each of the means for receiving intellectual property law information and the means for receiving intellectual property business information. A seventy-eighth example includes the seventy-seventh example, 78. The system of example 77, wherein the intellectual property protection system is selected from the group consisting of a copyright protection system, a trade secret protection system, a trademark protection system, and a patent protection system. A seventy-ninth example includes the seventy-seventh example, 79. The system of example 77, wherein the innovation is selected from the group consisting of a technology, a process, a product, a system, a business method, an expression, a slogan and a name. An eightieth example includes the seventy-seventh example, 80. The system of example 77, wherein the intellectual property law information is selected from the group consisting of intellectual property statutes, intellectual property case law, intellectual property law articles, and intellectual property legal analysis. An eighty-first example includes the seventy-seventh example, 81. The system of example 77, wherein the intellectual property business information is selected from the group consisting of strategic technology information, core products information, competition information, and market information. An eighty-second example includes the seventy-seventh example and further includes 82. The system of example 77, further including means for communicating to an inventor a request for additional information related to the disclosure of the innovation.

An eighty-third example includes an 83. An intellectual property asset management system, the system including: means for cataloging a plurality of intellectual property assets; means for categorizing the plurality of intellectual property assets coupled to the means for cataloging; and means for generating notifications coupled to the means for categorizing. An eighty-fourth example includes the eighty-third example, 84. The system of example 83, wherein the means for cataloging the plurality of intellectual property assets including means for storing information identifying one or more innovators associated with an intellectual property asset. An eighty-fifth example includes the eighty-third example, 85. The system of example 83, wherein the means for categorizing the plurality of intellectual property assets includes means for categorizing an intellectual property asset of the plurality of intellectual property assets as one of

a patent asset, a trademark asset, a trade secret asset, a copyright asset, and a proprietary information asset.

An eighty-sixth example includes an 86. An intellectual property utilization system, the system including: means for receiving an identifier of an intellectual property asset; means for generating an intellectual property asset utilization assessment based at least in part on an intellectual property utilization criterion; and means for generating a utilization decision based at least in part on the intellectual property asset utilization assessment. An eighty-seventh example includes the eighty-sixth example, 87. The system of example 86, wherein the intellectual property utilization criterion is selected from the group consisting of a marketing potential, a marketing timeframe, a marketing revenue estimate, a competitive threat assessment, an intangible value, a marketing viability, a potential customer assessment, a competitive assessment, a market potential, a development assessment, an ownership assessment, a patent status assessment, an interested customer assessment, a deal complexity assessment, a time to closing assessment, a competitive advantage assessment, a future deals assessment, a customer relationship assessment, an internal political assessment, and a public relations assessment. An eighty-eighth example includes the eighty-sixth example and further includes 88. The system of example 86, the system further including means for generating a utilization report based at least in part on the intellectual property asset utilization assessment.

An eighty-ninth example includes an 89. An intellectual property marketing system, the system including: means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset; means for assessing the marketing potential of each of the intellectual property assets; and means for determining a marketing priority of each of the intellectual property assets. A ninetieth example includes the eighty-ninth example and further includes 90. The system of example 89, the system further including means for selecting an intellectual property asset for marketing based at least in part on the determined marketing priority of the intellectual property asset. A ninety-first example includes the eighty-ninth example, 91. The system of example 89, wherein the means for assessing the marketing potential of each of the intellectual property assets includes means for assessing a marketing criterion, the marketing criterion selected from the group consisting of a core technologies

criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion. A ninety-second example includes the ninety-first example, 92. The system of example 91, wherein the strength criterion corresponds to a measure of applicability to a valuable technology. A ninety-third example includes the ninety-first example, 93. The system of example 91, the breadth criterion corresponds to a measure of applicability to a range of technologies.

A ninety-fourth example includes an 94. An intellectual property enforcement system, the system including: means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset; means for assessing the enforcement potential of each of the intellectual property assets; and means for determining an enforcement priority of each of the intellectual property assets. A ninety-fifth example includes the ninety-fourth example and further includes 95. The system of example 94, the system further including means for selecting an intellectual property asset for enforcement based at least in part on the determined enforcement priority of the intellectual property asset. A ninety-sixth example includes the ninety-fourth example, 96. The system of example 94, wherein the means for assessing the enforcement potential of each of the intellectual property assets includes means for assessing an enforcement criterion, the enforcement criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion. A ninety-seventh example includes the ninety-sixth example, 97. The system of example 96, wherein the strength criterion corresponds to a measure of applicability to a valuable technology. A ninety-eighth example includes the ninety-sixth example, 98. The system of example 96, the breadth criterion corresponds to a measure of applicability to a range of technologies.

A ninety-ninth example includes an 99. An intellectual property donation system, the system including: means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset; means for assessing the donation potential of each of the intellectual property assets; and means for determining an donation priority of each of the intellectual property assets. A one-hundredth example includes the ninety-ninth example and further includes 100. The system of example 99, the system further including

means for selecting an intellectual property asset for donation based at least in part on the determined donation priority of the intellectual property asset. A one-hundred-first example includes the ninety-ninth example, 101. The system of example 99, wherein the means for assessing the donation potential of each of the intellectual property assets includes means for assessing an donation criterion, the donation criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion. A one-hundred-second example includes the one-hundred-first example, 102. The system of example 101, wherein the strength criterion corresponds to a measure of applicability to a valuable technology. A one-hundred-second example includes the one-hundred-first example, 103. The system of example 101, the breadth criterion corresponds to a measure of applicability to a range of technologies.

A one-hundred-fourth example includes an 104. An intellectual property trade system, the system including: means for receiving a plurality of identifiers of intellectual property assets, each identifier corresponding to an intellectual property asset; means for assessing the trade potential of each of the intellectual property assets; and means for determining an trade priority of each of the intellectual property assets. A one-hundred-fifth example includes the one-hundred-fourth example and further includes 105. The system of example 104, the system further including means for selecting an intellectual property asset for trade based at least in part on the determined trade priority of the intellectual property asset. A one-hundred-sixth example includes the one-hundred-fourth example, 106. The system of example 104, wherein the means for assessing the trade potential of each of the intellectual property assets includes means for assessing an trade criterion, the trade criterion selected from the group consisting of a core technologies criterion, a valuation criterion, a competitiveness criterion, a use criterion, a strength criterion, and a breadth criterion. A one-hundred-seventh example includes the one-hundred-sixth example, 107. The system of example 106, wherein the strength criterion corresponds to a measure of applicability to a valuable technology. A one-hundred-eighth example includes the one-hundred-sixth example, 108. The system of example 106, the breadth criterion corresponds to a measure of applicability to a range of technologies.

A one-hundred-ninth example includes a 109. A method for managing trademark

licensing, including: storing trademark licensing information on a server; receiving a request to send the trademark licensing information to a trademark licensee; sending the trademark licensing information to the trademark licensee; receiving trademark licensee information; electronically generating and sending a trademark licensing agreement; receiving an electronic acceptance of the trademark licensing agreement. A one-hundred-tenth example includes the one-hundred-ninth example and further includes 110. ~~The method of example 109, further including~~ downloading trademark artwork to the trademark licensee. A one-hundred-eleventh example includes the one-hundred-ninth example and further includes 111. ~~The method of example 109, further including~~ generating a trademark licensing report based at least in part on trademark licensee data electronically received from a plurality of trademark licensees. A one-hundred-twelfth example includes the one-hundred-ninth example and further includes 112. ~~The method of example 109, further including~~ generating and sending trademark license audit requests based at least in part on trademark licensee data electronically received from a plurality of trademark licensees.”